



New York State
**HOSPITALITY
& TOURISM**
Association

The New York State Hospitality & Tourism Association represents more than 1,000 lodging businesses and 125,000 rooms statewide. NYSH&TA sponsorship assures you of reaching true decision-makers at hotels, motels, resorts, conference centers, amusement parks, attractions, and museums.

One connection, one big deal, and your company will have a successful year. A minimal investment gives you access to the state's top business leaders. We encourage you to review all our offerings.

2019 STATEWIDE SPONSOR/TRADE SHOW OPPORTUNITIES

***DEADLINE TO SECURE SPONSORSHIP IS APRIL 1, 2019**

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2019 NYSH&TA SPONSORSHIP OPPORTUNITIES

TARGET AUDIENCE PROFILE

General Managers and owners/operators at hotels, resorts, conference centers, and amusement parks.

DATES AND LOCATIONS

- May 20, 2019 - Buffalo, NY
- August 2019 (exact date TBD) - Saratoga, NY
- October 21, 2019 - Long Island, NY
- November 4, 2019 - Capital Region

SPONSORSHIP OPTIONS

- 2019 Board Meetings
- All 2019 Conferences (Registration, Lunch, Trade Show, Education Sessions, and Coffee Break)
- Stars of the Industry Gala (Cocktail Reception, Title Sponsor, Champagne Toast, Table Wine, Awards)

LAST YEAR'S SPONSORS - WE HOPE TO SEE YOU AGAIN IN 2019!



2019 BOARD MEETINGS

MAY 20 - BUFFALO
AUGUST - SARATOGA
NOVEMBER 4 - CAPITAL REGION

BENEFITS

- 15 minute commercial to start the meeting
- Networking with Board of Directors (53 members representing 150+ properties)
- Logo on BOD Meeting Signage
- Allied Membership (\$500 value)
- Board Member Emails

\$3,500 EACH

SPRING/FALL CONFERENCES

MAY 20 - BUFFALO
OCT. 21 - LONG ISLAND

CONFERENCE LUNCH SPONSOR

BENEFITS

- Intro/welcome the keynote lunch speaker
- Complimentary NYSH&TA Membership
- Tabletop Display which includes:
 - Day-long networking
 - Skirted display table (does not have to be manned)
 - Includes two conference lunch tickets
 - Logo on NYSH&TA website and all marketing materials
 - Attendee list (emails included)

\$3,000 EACH

EDUCATION SESSION SPONSOR

BENEFITS

- 10 min. commercial to kick-off Education Session
- Tabletop Display which includes:
 - Day-long networking
 - Skirted display table (does not have to be manned)
 - Includes two conference lunch tickets
 - Logo on NYSH&TA website and all marketing materials
 - Attendee list (emails included)

\$1,500 EACH

TABLETOP DISPLAY/EXHIBITOR

BENEFITS

- Day-long networking
- Skirted display table (does not have to be manned)
- Includes two conference lunch tickets
- Logo on NYSH&TA website and all marketing materials
- Attendee list (emails included)

\$950 EACH *(\$750 EACH IF YOU CHOOSE EXHIBITOR BUNDLE - INCLUDES TABLETOP AT ALL THREE 2019 CONFERENCES)

COFFEE BREAK SPONSOR

BENEFITS

- Intro/commercial at start of coffee break
- Logo on NYSH&TA website and all marketing materials

\$750 EACH

ANNUAL CONFERENCE

NOVEMBER 3 & 4 - CAPITAL REGION

SUNDAY NIGHT WELCOME RECEPTION SPONSOR (NOV. 3)

- BENEFITS**
- Intro/commercial at start of Welcome Reception
 - One complimentary overnight
 - Logo on NYSH&TA website and all marketing materials
- \$750 EACH**

REGISTRATION AREA/MORNING REFRESHMENT SERVICE (NOV. 4)

- BENEFITS**
- Logo on conference tote bags and on registration sign
 - Logo on NYSH&TA website and all marketing materials
- \$1,000 EACH**

CONFERENCE LUNCH SPONSOR

- BENEFITS**
- Intro/welcome the keynote lunch speaker
 - Tabletop Display which includes:
 - Day-long networking
 - Skirted display table (does not have to be manned)
 - Includes two conference lunch tickets
 - Logo on NYSH&TA website and all marketing materials
 - Attendee list (emails included)
- \$3,000 EACH**

BOOK SPONSOR (KEYNOTE SPEAKER'S BOOK GIVEN TO ALL ATTENDEES)

- BENEFITS**
- Business card in each book cover (to be handed out at lunch)
 - Logo on NYSH&TA website and all marketing materials
- \$750 EACH**

TABLETOP DISPLAY/EXHIBITOR

- BENEFITS**
- Day-long networking
 - Skirted display table (does not have to be manned)
 - Includes two conference lunch tickets
 - Logo on NYSH&TA website and all marketing materials
 - Attendee list (emails included)
- \$950 EACH** *(\$750 EACH IF YOU CHOOSE EXHIBITOR BUNDLE - INCLUDES TABLETOP AT ALL THREE 2019 CONFERENCES)

AFTERNOON COFFEE BREAK SPONSOR

- BENEFITS**
- Intro/commercial at start of coffee break
 - Logo on NYSH&TA website and all marketing materials
- \$750 EACH**

EDUCATION SESSION SPONSOR

- BENEFITS**
- 10 min. commercial to kick-off Education Session
 - Tabletop Display which includes
 - Day-long networking
 - Skirted display table (does not have to be manned)
 - Includes two conference lunch tickets
 - Logo on NYSH&TA website and all marketing materials
 - Attendee list (emails included)
- \$1,500 EACH**

STARS OF THE INDUSTRY GALA

NOVEMBER 4 - CAPITAL REGION

COCKTAIL RECEPTION SPONSOR**BENEFITS**

- Intro/commercial at start of Cocktail Reception
- Trade Show raffle emcee
- Includes one Stars of the Industry Gala dinner ticket
- Logo on NYSH&TA website and all marketing materials
- Attendee List (emails included)

\$1,000 EACH**STARS OF THE INDUSTRY GALA TITLE SPONSOR****BENEFITS**

- 10 min. intro/speaking presentation to kick-off Stars of the Industry Gala
- Includes two Stars of the Industry dinner tickets
- Tabletop Display which includes
 - Day-long networking
 - Skirted display table (does not have to be manned)
 - Includes two conference lunch tickets
 - Logo on NYSH&TA website and all marketing materials
- NYSH&TA Allied Membership (\$500 value)
- Attendee list (emails included)

\$3,000 EACH**CHAMPAGNE TOAST SPONSOR****BENEFITS**

- Champagne toast/welcome attendees to Stars of the Industry Gala
- Includes one Stars of the Industry dinner ticket
- Logo on NYSH&TA website and on all marketing materials
- Attendee list (emails included)

\$1,000 EACH**TABLE WINE SPONSOR****BENEFITS**

- Two Stars of the Industry dinner tickets
- Logo on NYSH&TA website and on all marketing materials
- Attendee list (emails included)

\$2,500 EACH**STARS OF THE INDUSTRY AWARD SPONSOR****BENEFITS**

- Present award to Stars of the Industry winner that you sponsored
- Logo or company name on the award
- Logo on NYSH&TA website and on all marketing materials
- Attendee list (emails included)

**\$500 per award/winner
(15 potential winners)**

2019 SPONSORSHIP FORM

Check the sponsorship/s you are interested in, fill out the form, and email to Abby Briscoe at abby@nyshta.org, or fax to (518) 465-4025.

> **SPRING CONFERENCE**

MAY 20 - BUFFALO

- BOD MEETING - \$3,500
- LUNCH - \$3,000
- EDUCATION SESSION - \$1,500
- COFFEE BREAK - \$750
- TABLETOP DISPLAY - \$950

> **SUMMER BOD MEETING**

AUGUST 2019 - SARATOGA

- BOD MEETING - \$3,500

> **FALL CONFERENCE**

OCTOBER 21 - LONG ISLAND

- LUNCH - \$3,000
- EDUCATION SESSION - \$1,500
- COFFEE BREAK - \$750
- TABLETOP DISPLAY - \$950

> **ANNUAL CONFERENCE/STARS OF THE INDUSTRY**

NOVEMBER 3-4 - CAPITAL REGION

- SUN. PM WELCOME RECEPTION - \$750
- BOD MEETING - \$3,500
- REGISTRATION/AM REFRESHMENT - \$1,000
- LUNCH - \$3,000
- EDUCATION SESSIONS - \$1,500
- BOOK SPONSOR - \$750
- AFTERNOON COFFEE BREAK - \$750
- TABLETOP DISPLAY - \$950
- COCKTAIL RECEPTION - \$1,000
- STARS TITLE - \$3,000
- CHAMPAGNE TOAST - \$500
- TABLE WINE - \$2,500
- STARS AWARDS - \$500

> **EXHIBITOR BUNDLE**

MAY 20 - BUFFALO
OCT. 21 - LONG ISLAND
NOV. 4 - CAPITAL REGION

- TABLETOP DISPLAYS AT ALL 3 CONFERENCES - \$2,250

***DEADLINE TO SECURE SPONSORSHIP IS APRIL 1, 2019**

BUSINESS NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

EMAIL: _____

WEBSITE: _____

SIGNATURE: _____

(SIGN TO SECURE SPONSORSHIP)

PAYMENT METHOD:

- CHECK (PAYABLE TO NYSH&TA)

CREDIT CARD: VISA MASTERCARD AMERICAN EXPRESS

CARD NUMBER: _____ EXP. DATE _____ SEC. CODE _____

CARDHOLDER'S NAME: _____

BILLING ADDRESS: _____

SIGNATURE: _____